FOR IMMEDIATE RELEASE

CONTACT:
"Walk The K!": Ron Gordon, 818-900-4023, WalkTheK@gmail.com



The Kester Avenue Magnet Parent's Association (KAMPA)'s "Walk The K!" project is bringing 19 professional sidewalk artists to create playful, inspirational art on the sidewalks surrounding the Los Angeles Unified School District (LAUSD)'s Kester Elementary School. The art will highlight the sidewalks as a place to walk, exercise, and inspire play for Kester kids and the surrounding community.

"Walk The K!" was made possible by a Let's Play Everywhere LA, a city-wide competition held by KaBOOM!, Let's Play (an initiative by Dr Pepper Snapple Group) and the City of Los Angeles Mayor's Office that awarded grants to fund creative solutions that make play a way of life in everyday and unexpected places.

The art creation phase will provide Kester Elementary School students with the opportunity to meet the artists as they are working and ask questions about the process of being an artist and creating art. This phase will also create a bond between the students and the "Walk The K!" project to inspire play on city sidewalks surrounding Kester Elementary School.

The artists will be working on paper, where the art will be preserved, reproduced on banners, and then hung on Kester Elementary's sidewalk fences.

The project will be launched at an event on Monday, January 8, 2018 at 12:30pm PST and run through Friday, February 9, 2018.

To spread the spirit of the partners, KAMPA plans to inspire play at other schools by removing the "Walk The K!" banners at the end of the installation and having the banners cleaned, packed up, and sent to another LAUSD school to inspire play in another community.

https://www.facebook.com/WalkTheK2017/